

ABSTRACT

The implementation of the farmer card policy has not been able to improve the welfare of farmers, this is because there are still several things in the implementation of the farmer card program that have not gone well.

The purpose of this study was to determine how much influence the implementation of the farmer card program and farmers' work motivation had on the welfare of lowland rice farmers in Purbaratu District, Tasikmalaya City. The research method used is explanatory research with a quantitative approach. The data collection technique used was a documentation study and a field study conducted through observation and distribution of questionnaires to 94 respondents, while data analysis used path analysis.

The results of the study show that the implementation of the farmer card program is good, and the impact on farmer work motivation is also good, but the welfare level of farmers is still at medium criteria. the implementation of the farmer card program and farmer work motivation affected the welfare of paddy rice farmers by 73.88% and the remaining 26.12% was influenced by other variables not examined. Partially the implementation of the farmer card program has a low effect on increasing the welfare of farmers by 12.2%, while the working motivation of farmers partially has a strong effect on increasing the welfare of farmers by 61.7%.

Keywords: Farmer Card Program Implementation, Motivation, Farmer Welfare

ABSTRAK

Implementasi kebijakan kartu tani belum dapat meningkatkan kesejahteraan petani, hal ini dikarenakan masih terdapat beberapa hal pada implementasi program kartu tani yang belum berjalan dengan baik.

Tujuan penelitian ini adalah untuk mengetahui seberapa besar pengaruh implementasi program kartu tani dan motivasi kerja petani terhadap kesejahteraan petani padi sawah di Kecamatan Purbaratu Kota Tasikmalaya. Metode penelitian yang digunakan adalah *eksplanatory research* dengan pendekatan kuantitatif. Teknik pengumpulan data yang digunakan adalah studi dokumentasi dan studi lapangan yang dilakukan melalui observasi dan penyebaran kuesioner kepada 94 responden, sedangkan analisis data menggunakan analisis jalur..

Hasil penelitian menunjukkan bahwa implementasi program kartu tani sudah baik, dan berdampak pada motivasi kerja petani yang sudah baik pula, namun tingkat kesejahteraan petani masih dalam kriteria sedang. Implementasi program kartu tani dan motivasi kerja petani berpengaruh terhadap kesejahteraan petani padi sawah sebesar 73,88% dan sisanya 26,12% dipengaruhi oleh variabel lain yang tidak diteliti. Secara parsial implementasi program kartu tani berpengaruh rendah terhadap peningkatan kesejahteraan petani sebesar 12,2%, sedangkan motivasi kerja petani secara parsial berpengaruh kuat terhadap peningkatan kesejahteraan petani sebesar 61,7%.

Kata Kunci: Implementasi Program Kartu Tani, Motivasi, Kesejahteraan Petani